

ABSTRACT OF THE DISCLOSURE

A projection type display device, in which efficient cooling is performed is operated so that the display device is operated in a remarkably silent manner, is provided. The projection type display device includes: a light source unit 66; an optical unit 50 for modulating illumination light output from a light source based on input image information; power source sections 81 and 82; a box 4 for housing the optical unit 50, the light source unit 66 and the power source sections 81 and 82; and a cover member 5 for entirely covering at least an upper surface of the box, wherein an outlet for externally exhausting air in the box by using axial fans 70 and 71 is provided only on a bottom side of the box 4. Liquid crystal panels 63R, 63G and 63B, which are held by the optical unit frame 50a, absorb the illumination light from the light source 66 and thus have different increased temperatures. Cooling air blown through an outlet 40p of a sirocco fan 40 that is directly connected to the optical unit frame 50a is divided by a cooling air reservoir 41 and a distribution sheet 43 into predetermined air quantities in accordance with the temperatures of the liquid crystal panels 63R, 63G and 63B so that the quantities of air obtained by the division are directly sent to the liquid crystal panels 63R, 63G and 63B.